

**SIGN REVIEW BOARD
CITY OF WILLOUGHBY
MAY 13, 2019
REGULAR MEETING
MINUTES**

PRESENT: Tara Ward; John Popelka; Jim Shannon; Joseph Koskovics, Chairman
ABSENT: George Phillips
OTHERS: Vicki Grinstead, Secretary

Chairman Koskovics called the regular meeting to order at 6:00 p.m.

OLD BUSINESS

None

NEW BUSINESS

Aligned Chiropractic
38900-39000 Mentor Ave.
(Rep.-Melinda Arko, Yesco Sign & Lighting)

(1) Illuminated flat wall sign
(1) Illuminated freestanding ground sign

Mrs. Arko of Yesco Sign & Lighting is representing Willoughby-Aligned Chiropractic.

Mrs. Arko said this is a new building with new signage. There will be an illuminated wall logo and above it will be illuminated LED channel letters which will be individually mounted. The faces will be black during the day and white at night. Mr. Popelka said the ground sign will require year round ground cover around the base of the sign and stated a few examples for the applicant. Mrs. Arko said they are working with a landscape architect and she agreed to put ground cover around the ground sign. She said they were discussing boxwoods and mulch.

Mrs. Ward moved to accept the application as submitted for Aligned Chiropractic, 38900-39000 Mentor Ave., Willoughby, OH 44094 with the stipulation that year round ground cover is installed at the base of the ground sign and Mr. Shannon seconded.

ROLL CALL: Yeas: J. Popelka; J. Shannon; T. Ward; J. Koskovics, Chairman
Nays: None
Absent: G. Phillips

Motion Carried: APPROVED

Prism Realty
36495 Vine St.
(Rep.- Bill Budziak, Signs n' Stuff, Inc.)

(1) Non-illuminated flat wall sign

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Mr. Budziak of Signs n' Stuff Inc. is representing the application for Prism Realty.

Mr. Budziak said he is proposing a non-illuminated wall sign that will be replacing a former tenant's signage. The former sign will be removed, if it is not already gone. The new sign will be slightly larger than the former signage.

Chairman Koskovich said any shadowing or repairs needed must be completed before the new sign is installed. Mr. Budziak said the new sign will cover any remnants of the former signage. Chairman Koskovich said if there is anything beyond the sign that needs cleaned/repaired it must be done before installation and Mr. Budziak agreed.

Mr. Popelka moved to accept the application as submitted for Prism Realty 36495 Vine St., Willoughby, OH 44094 and Mr. Shannon seconded.

ROLL CALL: Yeas: J. Shannon; T. Ward; J. Popelka; J. Koskovich, Chairman
 Nays: None
 Absent: G. Phillips

Motion Carried: APPROVED

Walgreens
5881 SOM Center Rd.
(Rep.- Makayla Ngoun, Expedite the Deal)

**(1) Illuminated freestanding pole sign,
face replacement**

Ms. Ngoun of Expedite the Deal of behalf of Sub=Icon Identity Solutions is representing the application for Walgreens, 5881 SOM Center Rd., Willoughby, OH.

Ms. Ngoun said they are utilizing the existing cabinet. There will be no structural or illumination changes to the sign; they are only replacing the face.

Chairman Koskovich said if there is any rust or deterioration on the pole sign that it is to be repaired and/or painted if necessary and Ms. Ngoun agreed.

Mr. Popelka moved to accept the application as submitted for Walgreens, 5881 SOM Center Rd., Willoughby, OH 44094 and Mrs. Ward seconded.

ROLL CALL: Yeas: T. Ward; J. Popelka; J. Shannon; J. Koskovich, Chairman
 Nays: None
 Absent: G. Phillips

Motion Carried: APPROVED

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Willoughby-Eastlake Schools

4900 Shankland Rd.

(Rep.- Mia Katz, ThenDesign Architecture)

(4) Illuminated flat wall signs

Ms. Katz of ThenDesign Architecture is representing Willoughby-Eastlake Schools.

Ms. Katz said they are proposing four dimensional signs for the Willoughby-Eastlake School campus. Two of them will be on South High School; one will be at the main entry and the dimensional logo will be on the north portion of the academic wing. There will be dimensional lettering and a logo for the YMCA and the same lettering for the entry of the Senior Center.

Chairman Koskovics said they will review each sign separately but will vote on the signs as a package.

#1 South High School Sign and #2 W/E School logo (north side of building), these will have aluminum reverse channel LED lit letters with polycarbonate back (translucent) with integrated LED lights. There were no questions on these signs.

#3 YMCA with logo, dimensional lettering using YMCA brand approved font (cachet or veranda). There were no questions on this signage.

#4 Senior Center Sign with dimensional lettering and logo. Mrs. Ward asked if the logo of Willoughby is just a solid block as presented on the rendering or will it have the typical logo cut-out. Ms. Katz said it will be a piece of metal with the cut-out and the logo will be an applied vinyl graphic on top and will show the building and windows.

Mr. Popelka moved to accept the application as submitted for Willoughby-Eastlake Schools, 4900 Shankland Rd., Willoughby, OH 44094 and Mr. Shannon seconded.

ROLL CALL: Yeas: J. Popelka; J. Shannon; T. Ward; J. Koskovics, Chairman
 Nays: None
 Absent: G. Phillips

Motion Carried: APPROVED

DISCUSSION

Mayor Fiala

Video screens in storefront windows

Mayor Fiala said they had an issue brought to the attention of the city and would like to inform the Sign Review Board and obtain their input. The Chamber of Commerce wants to mount a video screen against their front window with a PowerPoint presentation or video of some sort. The city code is silent on this issue and will not permit this type of signage. This type of technology is cheap and could get out of hand, especially in the historic district. The city will not permit this type of signage.

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Chairman Koskovics said this type of signage is referred to as digital signage and cited a few examples. Some of these signs can be managed off-site. His thoughts are until the city looks at what digital signage is, both the internal and external, prudence should be applied in this case.

Mr. Popelka said a couple of the businesses had small television sets advertising their products, but were only visible to walking traffic and not vehicular traffic. He said if it is a small monitor and is not seen by vehicular traffic he does not have an issue with it, but if it consumes the whole window then that can be an issue. The other issue to consider is placement and projection and what content is being advertised.

Chairman Koskovics said digital signage is broad based. You can use a consumer monitor, that is not very bright, but then there are industrial monitors that are built for digital signage that are very bright. He said they need to consider if these types of monitors are a danger to pedestrians and vehicular traffic and the Board agreed. Mrs. Ward said especially where there is a lot of traffic and pedestrians such as in the Downtown Willoughby area. Mr. Shannon agreed that the signs could distract drivers.

Mr. Popelka said one of their concerns was a digital sign on Euclid Ave. for a church. They did not want the sign to flash or have digital red and blue letters, which could distract drivers.

Mayor Fiala said they will research this further and see if the language in the code is strong enough. In the case of the Chamber of Commerce there was a company that approached them and offered to install and program the monitor, for which they will receive a revenue stream. This will advertise events in other city's as well as Willoughby's, which he is not in favor of. Mrs. Ward suggested possibly allowing it temporarily if they are advertising an upcoming Willoughby event.

Chairman Koskovics said if these are managed off-site then how do you regulate the illumination or flashing. You would have to contact the outside company to change it or have someone unplug the monitor. The Mayor thanked the Board and will take their comments under advisement.

MINUTES

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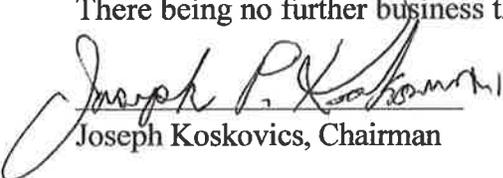
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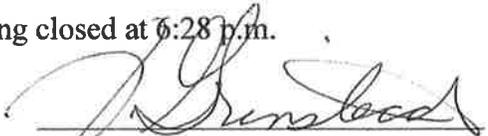
Mr. Shannon moved to approve the April 8, 2019 minutes as submitted and Mrs. Ward seconded.

ROLL CALL: Yeas: J. Shannon; T. Ward; J. Popelka; J. Koskovics, Chairman
 Nays: None
 Absent: G. Phillips

Motion Carried: APPROVED

There being no further business the regular meeting closed at 6:28 p.m.


Joseph Koskovics, Chairman


Vicki Grinstead, Secretary